

98c. - SALE WEEK - 98c.

APRIL 5th, 6th, 7th, 8th, 9th, 10th.

BUILD as you BUY

This is the sentiment that the "Indianapolis Negro Business Association" wishes to impress upon the Negro buying public who has been the victim upon which the merchants of other races have preyed and waxed fat for over 65 years. These merchants have accumulated riches while operating business in Negro neighborhoods by cunning schemes and then move out to other exclusive districts form organizations to segregate Negroes to keep them in certain districts for the prey of other white men, whom they wish to pass on the good thing to build a strong and powerful white race.

Where all things are equal patronize your own Race; build your own Race; bring the Black Race upon an economic level with other Races of the world. The Indianapolis Business Association

Sponsored By The Indianapolis Business Association

ENTERPRISING NEGRO FIRMS OF INDIANAPOLIS

INVITE YOUR TRADE ON THE BASIS OF VALUE AND SERVICE

REMARKABLE BUSINESS GROWTH

In recent years Negro business is growing into recognition. Its business centers have spread over wide areas with almost every line conceivable and once what was a few poorly stocked stores has become thriving business with completely stocked stores dispensing reliable merchandise at standard prices.

An economic evolution has been brought to bare through education of our people, and efficient business practice and it has brought with it new hopes, new inspiration, new opportunities and new phases of old problems to solve.

The Indianapolis Business Association extends an invitation to every Race Business to take out a membership with the organization to create more business to combine our interest to effect better and greater business, wherein we may cater more to our

own needs and our posterity.

Serious thought of our commercial status should fill our meetings at the Y. M. C. A., each Thursday evening, to over-flowing with both men and women determined to improve our business relation and standing in the community.

SHALL WE ENTERTAIN THESE NEW HOPES AND THESE NEW ASPIRATIONS FOR A WHILE ONLY TO DISSEMINATE THEM TO THE WINDS, OR SHALL WE MOULD THEM INTO ONE CONSTRUCTIVE UNIT AND EXPLORE THAT INVITING PROSPECTIVE FIELD THAT LIES STRETCHED BEFORE US LADENED WITH OPPORTUNITIES UNLIMITED?

THE INDIANAPOLIS BUSINESS ASSOCIATION

Negro Business Week

Another idea of the "Indianapolis Negro Business Association" is to get the group to visit our Negro merchants; get better acquainted; visit the members of the "Association" and see what they have to offer. Investigate their prices and services and if the prices are right and services up to standard, deal with them. Give them a chance to build enterprises so that when your children graduate from the schools and colleges, they will have some place to apply their knowledge; give your offerings a chance to hold dignified positions, and to cope with other groups from an economic standpoint.

The members of the "Indianapolis Business Association" have some very special bargains all week to offer and if you don't want to buy, visit, and, any suggestions or criticism that you have to offer send or mail them to the Association and they will receive our earnest consideration.

The Indianapolis Business Association

THESE ADVERTISERS ARE MEMBERS OF "THE INDIANAPOLIS BUSINESS ASSOCIATION"

James Hodge, President
PUBLICATION COMMITTEE: J. C. Patton, Chrm.

Mrs. M. Whitaker, Vice-President
Mrs. M. Whitaker, Secy. C. W. Downs, Treas.

Mrs. C. R. Parker, Asst. Secretary
Stephen J. Young, Editor

Archie Greathouse, Chrm., of Board of Directors.
A. Harris, G. Washington

W. C. Lewis, Efficiency.



J. C. PATTON Photographer

STUDIO:—422 INDIANA AVENUE—CIRCLE 7874
SPECIAL FOR 98c—
1 dozen of Black and White \$1.50 Post Cards for 98c.
A few specials, \$3.00 and \$5.00 Photos — Closing out for \$6.00.
Any dozen Photos from \$10.00 up, we give free a 10x14 Bromide Enlargement

Hill Bros., proprietors of the Indiana, Senate and Douglas Theatres endorse the Negro Business Week and extend our hearty co-operation as members of "The Indianapolis Business Association" in all their undertakings. We invite the public to visit our shows at any time. Our policy is courteous treatment to all and clean high-class entertainment. Our pictures are first run with popular price admission. Watch our ads for program each week in this paper, generally found on page eight.

HILL BROS., Proprietors of
INDIANA THEATRE
414 INDIANA AVENUE
SENATE THEATRE
1329 SENATE AVENUE
DOUGLAS THEATRE
19th and MARTINDALE

Business Stimulator

This Week
6 Months
98
SUBSCRIPTION Cents

Many a business that has failed, which, if it had been given the proper stimulant at the right time, that is before the financial circulation through the arteries of trade had been stagnated, would have been a bulwark in the business realm. When the elasticity of your business begins to slow down, and the arteries of trade had been stagnated, a Display Ad in The Indianapolis Recorder is an excellent stimulant. The Indianapolis Recorder wields a great influence in the city of Indianapolis and Marion County over its readers of 20,000 or more. The Indianapolis Recorder is published and delivered every Friday and is an excellent advertising medium for week-end and Monday's sales. Ring I. Lincoln 7222, and our Ad Man will call.

THE INDIANAPOLIS RECORDER

IN TIME OF PEACE PREPARE FOR
WAR—GEORGE WASHINGTON

Brock & Shelton

We are members of the "Indianapolis Business Association" and we heartily endorse their every endeavor. We have no 98c special to offer in our line but for the Benefit of all concerned we have extended our Sacrifice Reduction in Price on spring suits or top coats through the "NEGRO BUSINESS WEEK." Read our Ad on page 8 of this issue and see what a wonder bargain at—

BROCK & SHELTON
Custom Tailors
407 Indiana Avenue
Phone, Circle 7566

Cannon Offers--

7 Pair Sox, (blue, white, tan) 98c

For Negro Business Week

\$1.50 Athletic Fancy (Underwear) at 98c

\$1.50 Fancy Stripe Shirts at 98c

75c Silk Ties (2 for) 98c

Wm. F. Cannon
HABERDASHER

333 Indiana Ave.

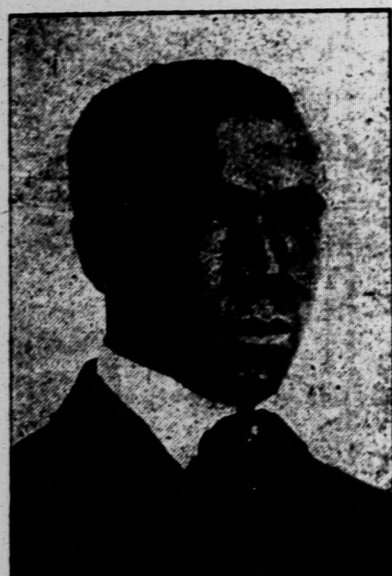
True To Its Name

PURITY MILK

"Demand it—There's a Reason"

The Purity Dairy Co.

RAndolph 5466



Look These Prices Over HODGE'S CUT-RATE --: GROCERY :--

Phone, Circle 5045 1139 N. West St.

"One Full Basket General Necessities
Subject to change to please Customer"

98c—THIS WEEK—98c

Come and see a complete stocked general store.—

Groceries, Meats & Notions

Don't be timid about asking for anything—Free Delivery to all part of city

PURE LARD ————— PER POUND, ————— 16 1/2c

24 LB. WHITE ROSE FLOUR	\$1.15
24 LB. E-Z-BAKE	\$1.40
24 LB. DIADEM	\$1.33
24 LB. GOLD MEDAL	\$1.30
CORN MEAL (Per Lb.)	.03 1-3
SCRATCH FEED (Per Lb.)	.03 1/2
BABY CHICK FEED (Per Lb.)	.04
CORN FLAKES TOASTS	10
RED CROSS MACARONI AND SPAGHETTI 10c (3 for)	25
WHITE PEARL MACARONI AND SPAGHETTI 8c (2 for)	15
DARK KARO	10
LIGHT KARO	12
PENNANT SYRUP	15
CORN STARCH	9c
SNOW FLAKE POWDER SUGAR	13
NO. 2, CAN CORN	10
NO. 2, TOMATOES	10
KIRKS FLAKE 5c (6 for)	25
BIG BEN SOAP 8c (2 for)	15
GOOD BOX MATCHES	5c
LARGE BOX GOLD DUST	25
OCTAGON SOAP	7c

MILK, (Quarts) 10c (Pints)	6c
OAK GROVE BUTTER	
BLUE VALLEY BUTTER	
COTTAGE GROVE BUTTER	
TALL WILSON MILK	10
MEATS	
ROUND STEAK (Per lb.)	25
LOIN STEAK (Per lb.)	35
CHOPS (Per lb.)	30
SEAS BACON (Per lb.)	28
T-BONE STEAK (Per lb.)	35
BREAKFAST BACON (Per lb.)	40
BOX BACON (Per lb.)	47
SMOKED HAM (Per lb.)	40
NAVY BEANS (Per lb.)	7 1/2
MARROWFAT BEANS	12
QUICK QUAKER OATS	10
PHOENIX COFFEE, (per lb.)	53
MAXWELL HOUSE COFFEE	53
F. F. COFFEE	55
RED SEAL LYE	12 1/2
KEROSINE PER GALLON	15
JOWL BACON (Per lb.)	21c-23c
OCTAGON POWDERS	7c
FRESH VEGETABLES	

SHOE REPAIRING

Let us Furnish you Hardware

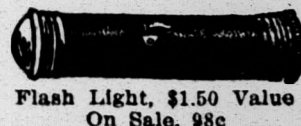
TOOLS, GLASS, OIL VARNISH ROOFING

We have what you want for your Spring Cleaning

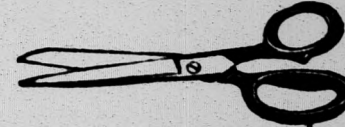
Painting, Repairing and Planting
We deliver anywhere in the city



10 Qt. Aluminum
Pail \$1.50 Value
On Sale for 98c



Flash Light, \$1.50 Value
On Sale, 98c



7 1/2 inch Steel Shears
Gold Plated Handle
In this Special Sale
Going at, 98c



Nail Hammer
Value \$1.50 Now
On Sale, 98c



This spading fork for
your spring planting
and gardening. Regular
price, \$1.25. Going
in this Sale, 98c.

See our Bargains in 5c, 10c
and 25c merchandise.

Cleveland Paper Cleaner, 3
for 25c. 10 pound pails, 90c
Lawn Grass Seed, 5c per
pound.

MORGAN HARDWARE STORE!

1357-1359 N. Senate Ave.

Phone, LI 6208

Pew and Pulpit

Bachel Church will be the morning service at 10 o'clock under the auspices of the church. The pastor, Rev. Robert H. Smith, will be the officiating minister. The church is located at 1000 N. 10th St., Indianapolis, Ind.

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HIGH SPOTS OF THE BUSINESS

EASTER EVENT AND DANCE



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Service and Experience

Our years of experience and careful study of the many problems of successful funeral directing work, made for you and your family, and we are now in a position to serve you in the most efficient manner possible.

JOHN A. PATTON
FUNERAL HOME
1936 Blvd. Place Phone RA-4670-6668

HILL BROTHERS

INDIANA THEATRE

Madison, Indiana

'His Secretary'

with Norma and Lew Cody
also OUR GANG COMEDY in two parts

Thurs. Fri.
"JUST A WOMAN" with Connee Boswell
Charm Webster

Sat. **DOUGLAS** Mon.
'The Splendid Road'

with Anne Q. Nilsson and Lester Barry

Thurs. Fri.
Lillian and Dorothy Gill in
'ROMOLA'

Sun. **SENATE** Mon.
Lewis Stone in

The Lady Who Lied

Phone Webster 3347 Flowers Floral Designs
MARTHA G. JONES 610 Highland Avenue
Associated with Fairchild Theatre — Phone, We 2459

Easter Bargain!

EXTENDED THROUGH
NEGRO BUSINESS WEEK
April 28, 29, 30, 1st, 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th.

\$30 to \$50 Suit or Top Coat

SALE!

YOU DON'T HAVE TO BE A BUSINESS MAN TO KNOW THAT OUR PRICES MEAN BUSINESS. YOUR INSTINCT FOR VALUES, THAT YOU USE IN YOUR OWN AFFAIRS, WILL SAY BUY: YOU ARE GETTING FOR A PRICES THAT HAS SOMETHING IN IT FOR YOU—AND HERE IT IS.

SUITS AND TOP COATS OF FINEST QUALITY—THE BEST TAILORING—THE HANDSOMEST COLORINGS AND THE LOWEST PRICES.

BROCK & SHELTON

Custom Tailors
407 Indiana Ave.
Cleaning, Pressing, Expert Alteration
Phone Cl. 7566 \$35

Persian Temple No. 46, Nobles Mystic Shrine

PRESENTS AT THEIR 14th ANNUAL

Easter Event and Dance

"The Revue of Yesterday"

A Scintillating, Sparkling Musical Melange; directed and produced by Noble Clarence (Dippy) Miller, supported by a chorus of BROWN-SKIN BEAUTIES —

REAL CHARLESTON STEPPERS

MON. NITE APR. 30TH

8:15 SHARP

75c
ADMISSION
75c

Music by Duvall's Famous 12 Piece ORCHESTRA

Dazzling Costumes Beautiful Scenes
60 - PEOPLE - 60